CHECKLIST

Page Speed Optimization

# Why the Loading Time of Your Website Matters

- ✅ user experience is enhanced
- ✅ positive impact on SEO
- ✅ more conversions

How to Determine Your Page Speed

- ✅ enter your site URL into Google's PageSpeed Tool to get a report on the loading time of different elements of your website and how to optimize them
- ✅ run a test of your site on GTmetrix for details on your website page speed optimization
- ✅ check out Pingdom's Website Speed Test for further analysis

Your pages should load in less than two seconds. The faster, the better. Under one second? Congratulations! That's pretty good.

Delay in Web Page Load Time

0,1
Seconds

2
Seconds

3
Seconds

-7%
Conversions

+103%
Bounce Rates

+53%
Mobile Users Leaving Page
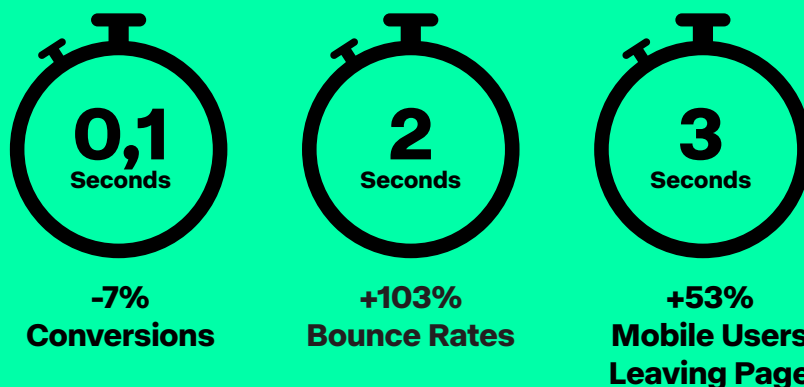
Seven Ways to Make Your Website Load Faster

✔ 1. Infrastructure & Hosting

Your website's server must be able to keep up with increasing traffic, even with a lot of sudden requests. Your hoster should be able to scale the required performance according to your needs. A clean infrastructure helps avoid having unnecessarily large loads.

2. Images ✔

Many websites take ages to load – simply because the sizes of their images are way too big. If your image is only displayed as a small thumbnail, you don't need to load a high-resolution image. Depending on the use of images, either resize images to the actual size you need on your page or compress it to decrease the file size even further. But beware: Compression will also reduce the quality of your images, so you need to find the right balance.

✔ 3. Videos, Embeds & Third-Party

Loading many videos, embeds, and third-party integrations can quickly have a negative impact on your page's loading time. Lite embeds might help you out with this. Only the thumbnail is loaded until the site visitor actually clicks on the video. The same approach also works for other embeds and third-party integration. Eventually, you'll have to ask yourself: Do I really need that? Or is it just nice to have and can be removed to speed up your page?

4.Server-Side Rendering (SSR) ✔

Java Script pages are rendered two ways: on the client-side or on the server-side. The first will load and render all elements in the visitor's browser, whereas the latter will do the same work on the server. Making use of the browser highly depends on the user's internet connection. Using the server is usually faster and more reliable. However, the server demands more power. So SSR is a better choice when you have to pick one. A combination of both, splitting loading and rendering into complex and easy tasks is best.

5. Content Delivery Networks (CDN)

A CDN is a global server network that temporarily stores content like images and other files. Depending on where your website visitor is located, all elements are distributed from the closest dedicated server location. It usually doesn't pay off for small, national websites to make use of a CDN. For big, international sites it should be a must-have.

6. Caching

To avoid that certain elements have to be loaded all over again and again, product data or other information can be temporarily stored on the server or in the browser. This is called caching. This way, content is quicker available because visitors won't have to load the same information multiple times.

7. APIs

If data is exchanged through APIs, this should be done quickly and efficiently. It also reduces the use of caching. The better the API structure is set up, the better it is also possible to select which data ought to be loaded. This optimizes response and loading time. And that's also good for your page speed.

SCAYLE

YOUR COMMERCE ENGINE

SCAYLE is the B2B division of ABOUT YOU Holding SE and enables brands and retailers to build up an international D2C business with three service components: commerce technology, online marketing, and commerce operations. Leading brands like Marc O'Polo, Depot, The Founded, or Tom Tailor are already SCAYLE customers. By now, the SCAYLE Commerce Engine powers 100 online shops in 26 European countries. SCAYLE employs 400 people at its location in Hamburg. The managing directors are Tarek Müller, Sebastian Betz, and Hannes Wiese.

scayle.com | scayle@aboutyou.com